

Fig. 1

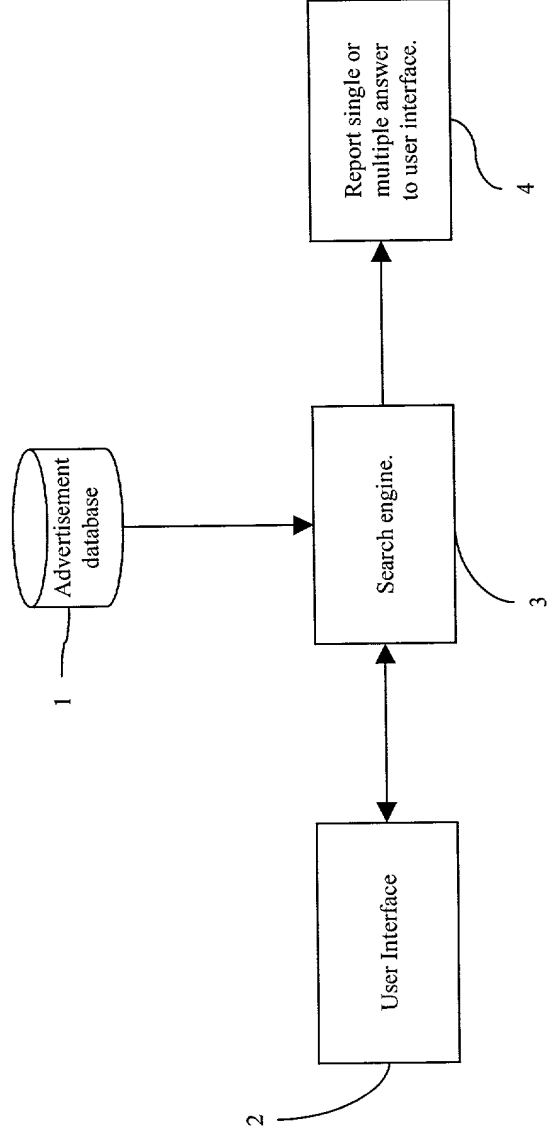
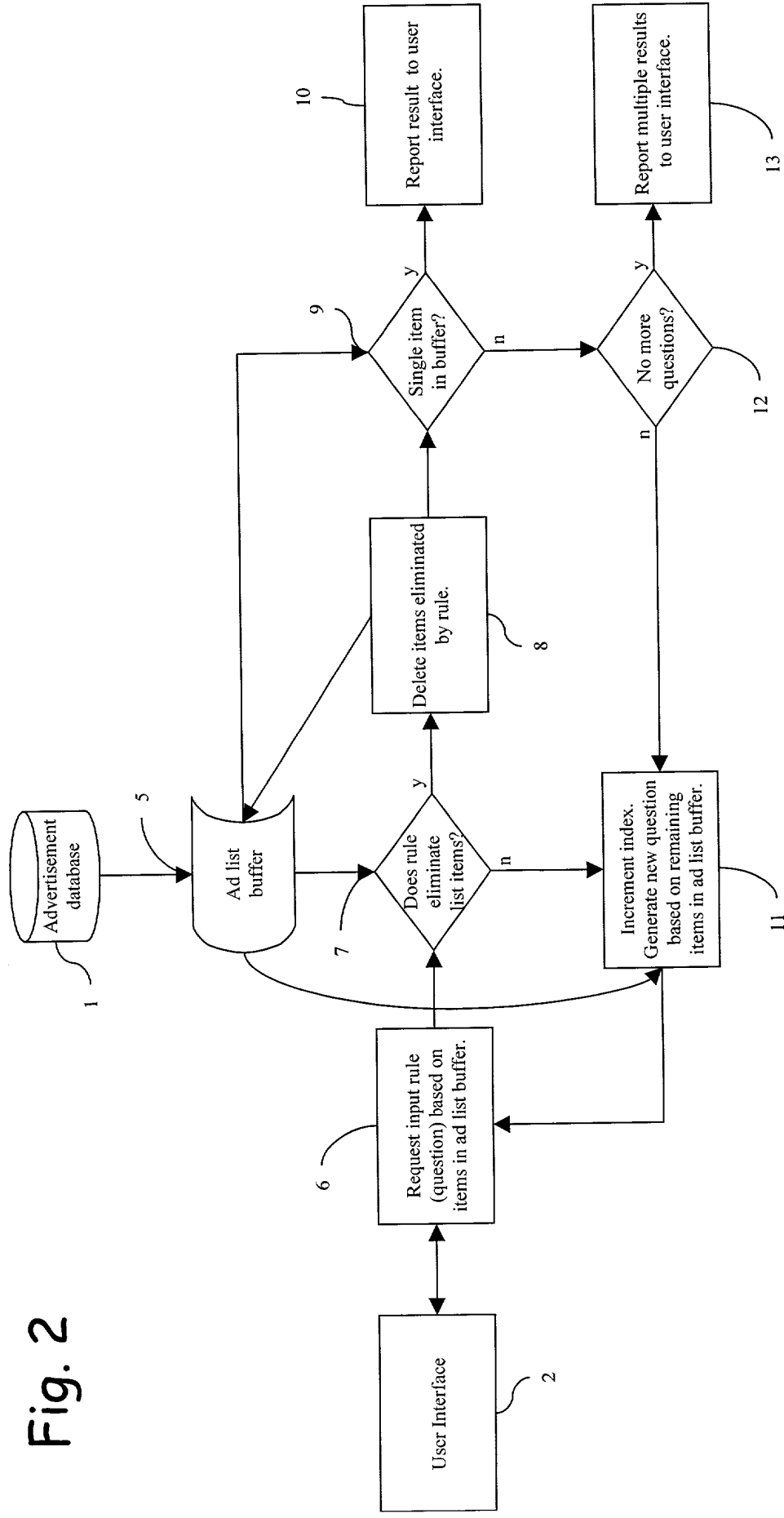


Fig. 2



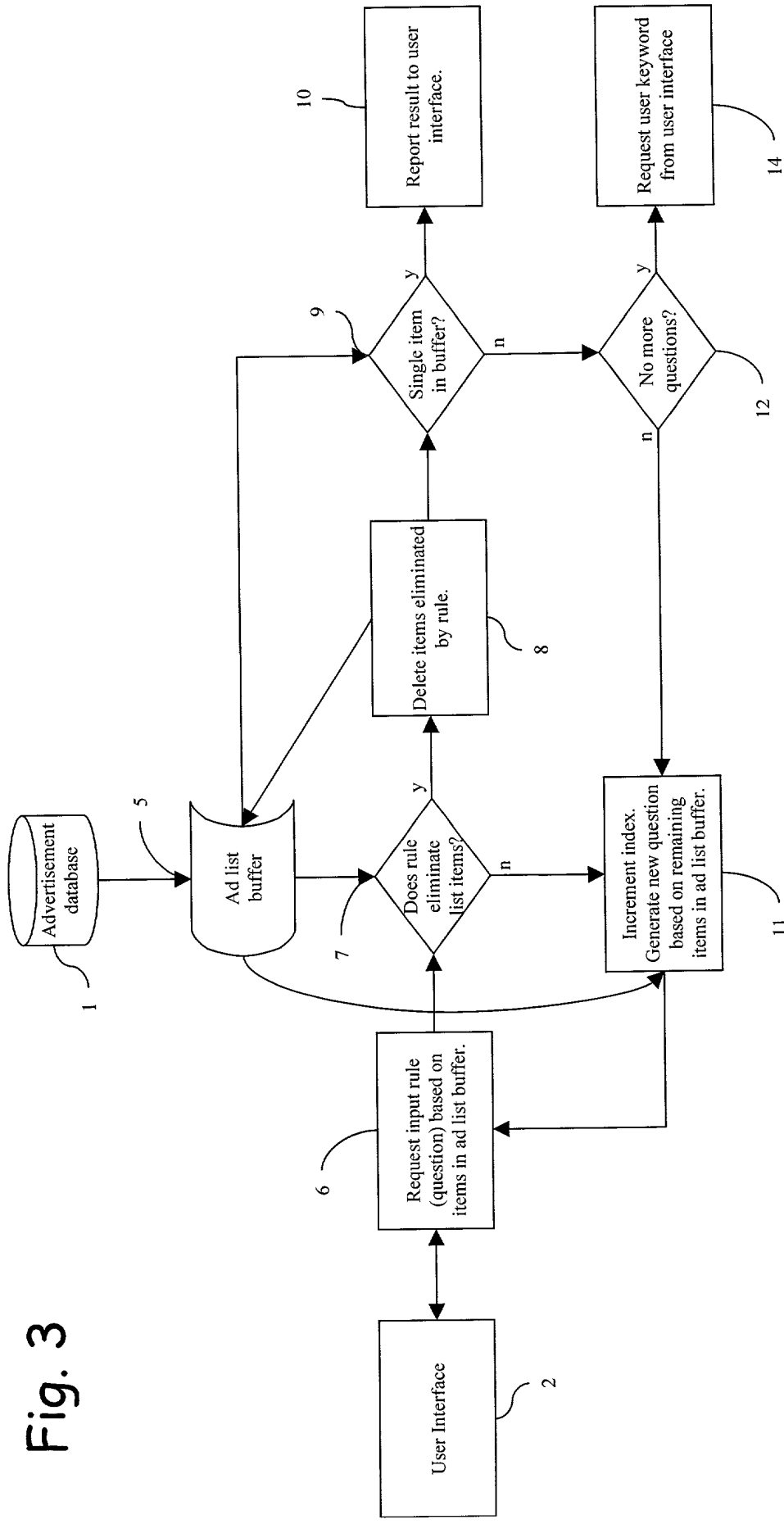


Fig. 3

Fig. 4

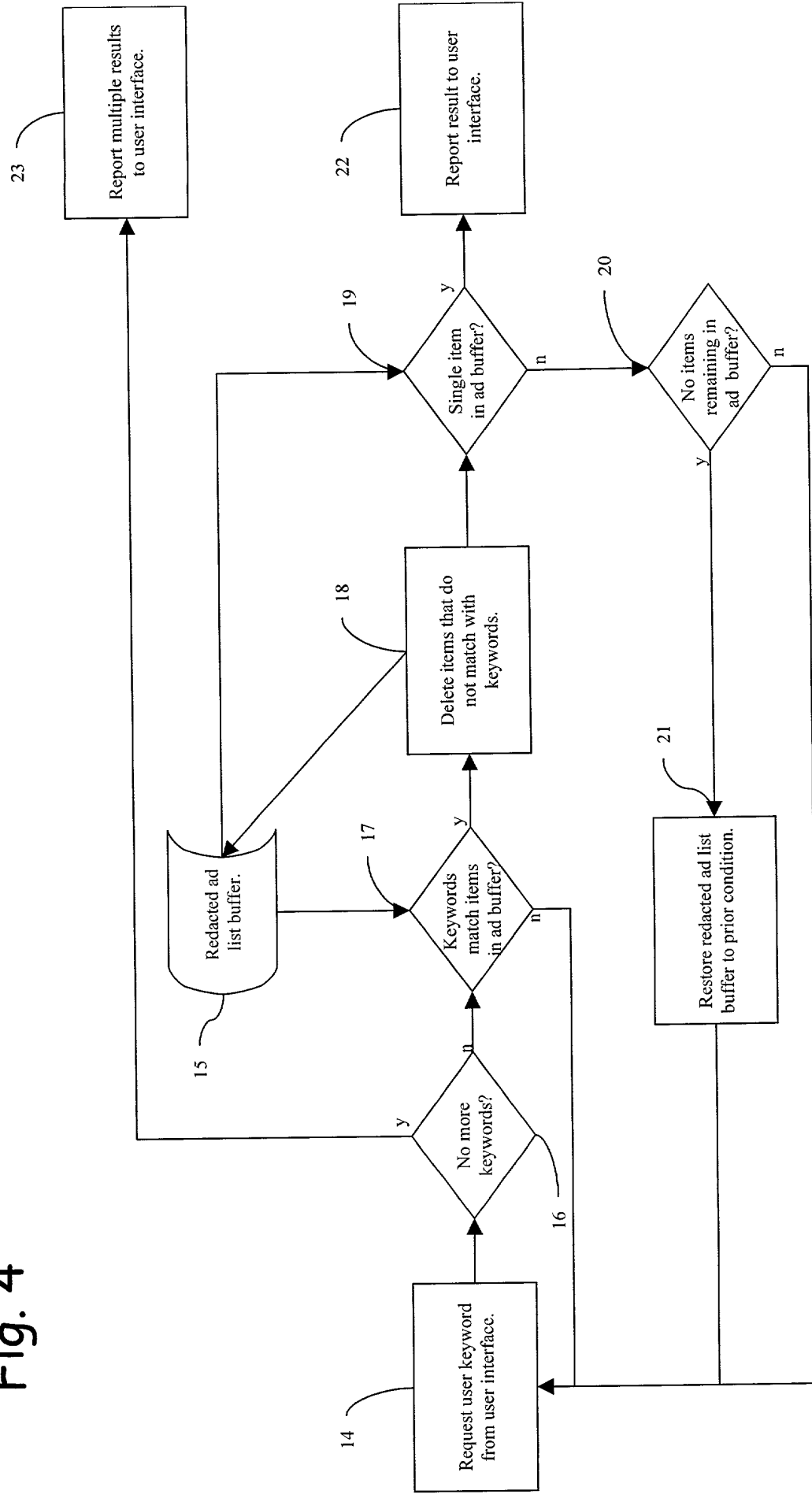


Fig. 5

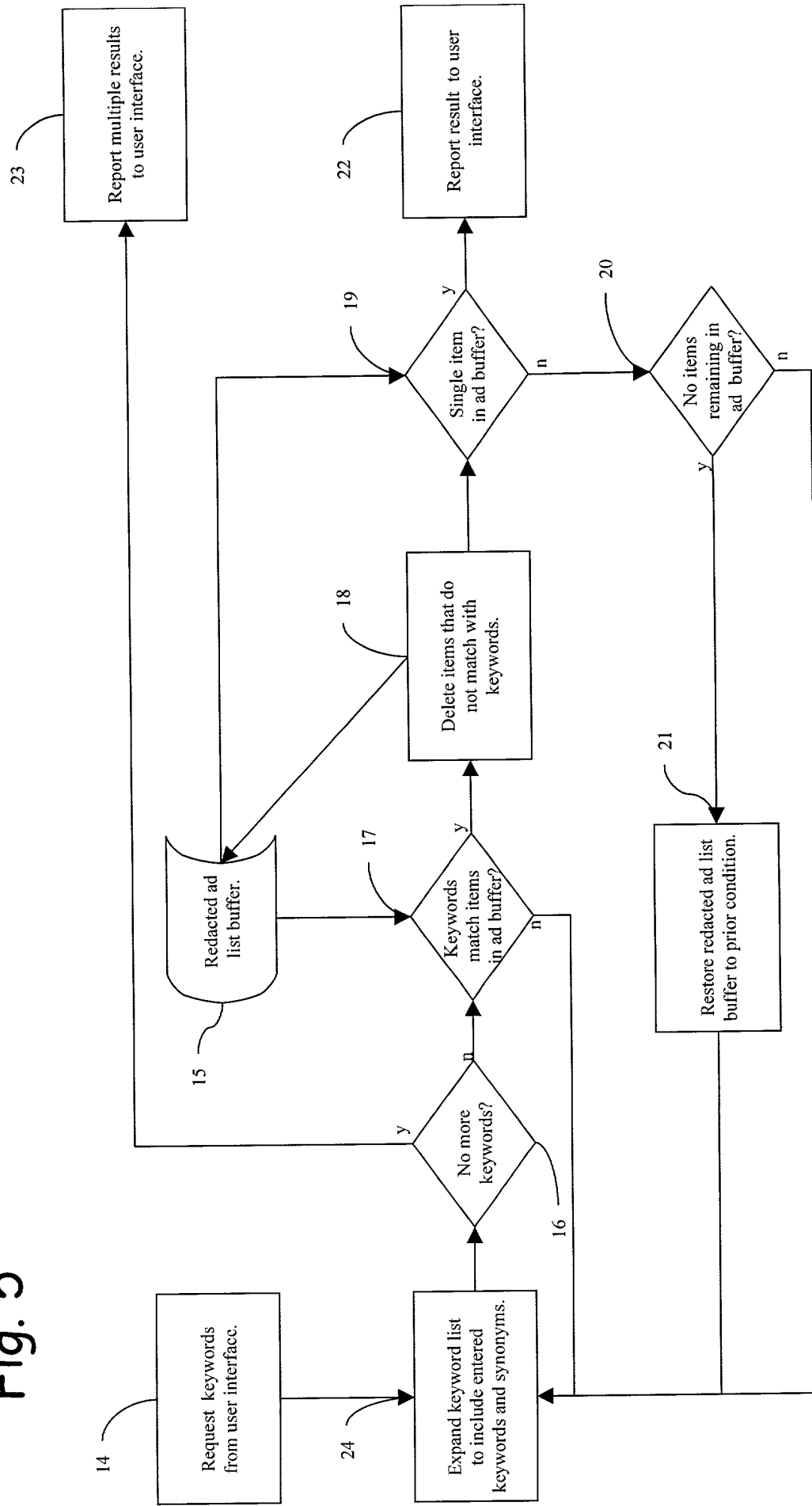


Fig. 6

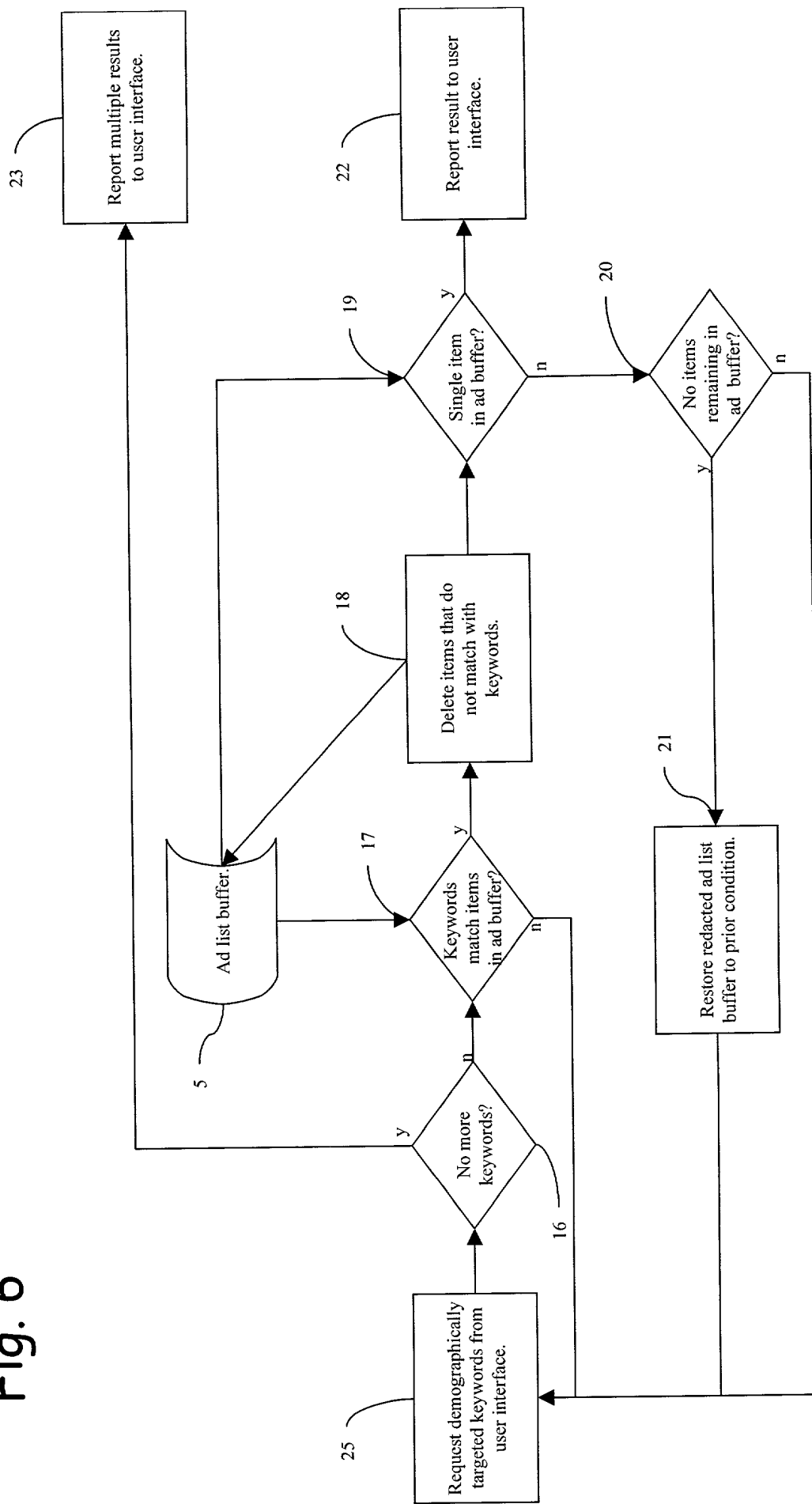


Fig. 7

A

**Consumer Retrieval Form**

Do you recall the name of the product or service?

- No (it's OK!)
- Yes

continue

B

**Consumer Retrieval Form**

I am looking for an advertisement I saw or heard:

- on the Radio
- on the Television
- on an Outdoor Billboard
- in a Newspaper
- in a Magazine
- Other

continue

C

**Consumer Retrieval Form**

What type of advertisement was it?

- Commercial
- Interview – Talk Show

continue

D

**Consumer Retrieval Form**

The product or service advertised was:

- for Personal Use
- for the Home
- a Vehicle or Vehicle Related
- for Travel
- for a Business

continue

Fig. 7 (Continued)

E

**Consumer Retrieval Form**

The Personal Use product or service advertised was:

- Clothing, Jewelry or Watch
- **Prescription Medication**
- Over-the Counter Remedy, Vitamin, Diet, Cosmetic, Diet, Hair Care, etc,
- Fitness or Equipment
- Retail Store (of any type)
- Tobacco or Alcohol
- Television Service
- Amusement or Event
- Food or Food Product
- Shampoo, Deodorant, Soap or Other Grooming Supply
- Technology, Computer Hardware/Software, or Office Equipment
- Hospital or Medical Clinic
- Games, Toys, Hobby, Craft (not software)
- Other

F

**Consumer Retrieval Form**

Enter what you do remember about the ad for Prescription Medication?

It may relieve my arthritis and help reduce the pain and stiffness in my knee and shoulder. A woman was climbing stairs and walking fast.



Fig. 7 (Continued (2))

G

**Consumer Retrieval Form**

**Is this the ad you saw?**

"If you suffer from pain, stiffness and inflammation caused by osteoarthritis, DueRelief™ can help. It's the #1 brand of prescription pain medicine.

Huge clinic studies show that DueRelief™ may cause indigestion, and abdominal pain...

☐ No

☒ Yes  
 Retrieve the Ad's  
 Contact Information.

H

**Consumer Retrieval Form**

**Here is the Ad's Contact Information.**

**International Remedy  
Pharmaceutical Corporation**

77 Sunset Lane  
Rock Harbor, California 95032  
213-555-7777

[duerelief@irpcorp.com](mailto:duerelief@irpcorp.com)  
[www.duerelief/prodinfopage/consumer/irpcorp.com](http://www.duerelief/prodinfopage/consumer/irpcorp.com)

*Send to a Friend!*